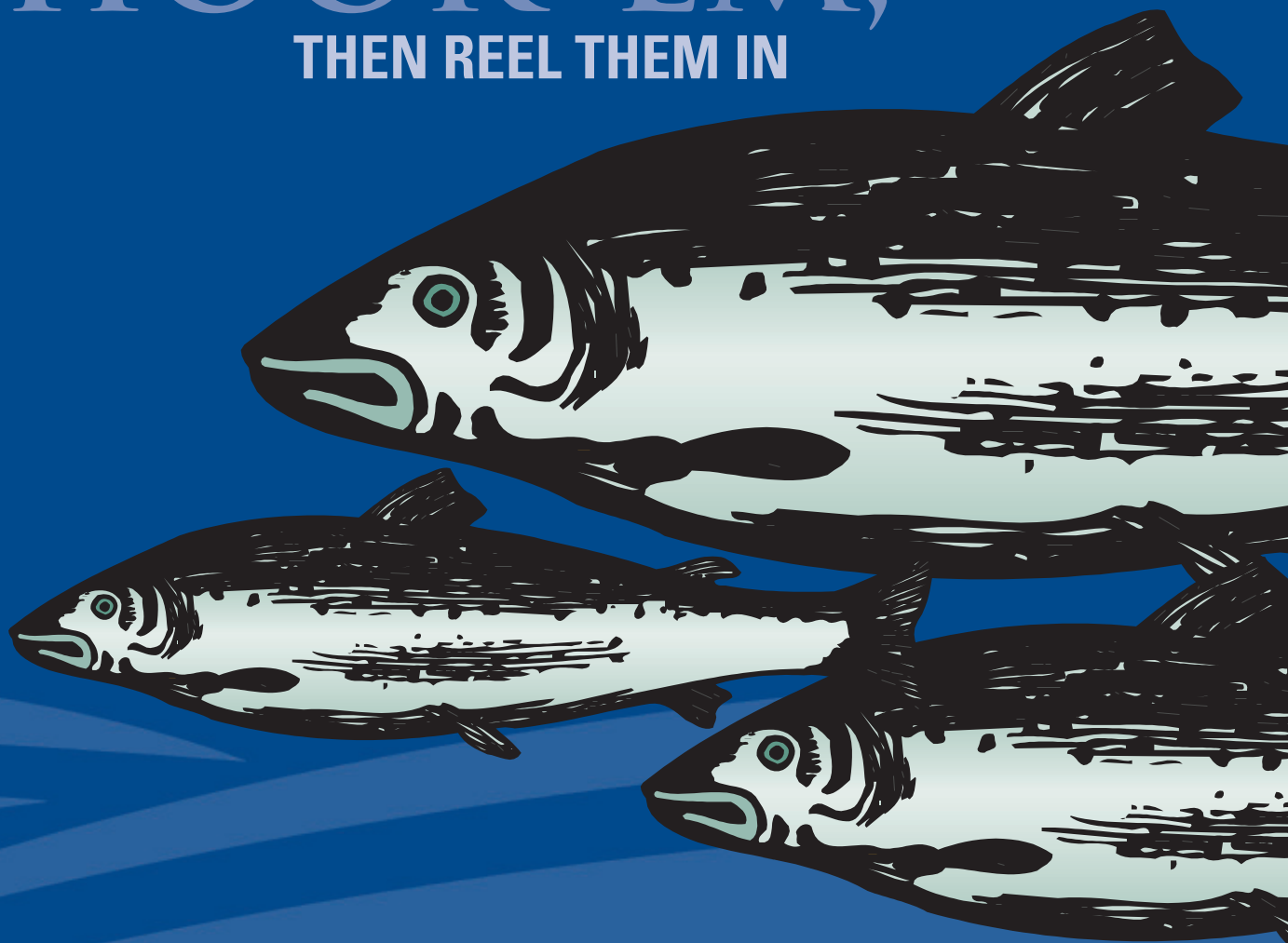


2

HOOK 'EM, THEN REEL THEM IN



DEVELOPING AND MAINTAINING PARTNERSHIPS

How can partnerships help my organization with outreach?

Although you can conduct Supplemental Nutrition Assistance Program (SNAP) outreach alone, your efforts will be more successful if you work with like-minded organizations. Since only local SNAP offices can certify clients for benefits, one of your most critical partners is your local SNAP office.

Partnerships with other groups can expand your ability to get the word out about SNAP benefits by:

- Providing new avenues of communication;
- Increasing the visibility and credibility of your message through a unified community voice;
- Leveraging your limited resources, and making sure your efforts are not duplicative.

Here is what you will find in this section:



KEYS TO:

Partnership Development

- ➔ Ten steps for establishing a partnership;
- ➔ Useful template materials that can be tailored for local needs; and
- ➔ Examples of partnership materials.

What if I have questions about outreach and partnerships?

Go to the SNAP Web site at <http://www.fns.usda.gov/snap/outreach/default.htm>. There you will find free materials, such as posters, brochures and flyers, to order as well as general information about outreach, outreach strategies, and promising practices.

Learn from your colleagues by joining the SNAP Outreach Coalition, a nationwide network of advocacy groups and partner organizations that works to promote the health and nutrition benefits of SNAP. Formed in 2003, this core group of national food banks, community and faith-based groups, and service organizations works together to end hunger and improve nutrition.

For more information about the Coalition, please visit the Web site at <http://www.fns.usda.gov/snap/outreach/about.htm>. You also will find a listing of national partners that may have a local chapter with which you can collaborate.

What are the steps for developing and maintaining a partnership?

You can establish a partnership by following 10 simple steps. These steps may also be helpful if you are approached by another community organization or a local SNAP office seeking a partnership with you.



10 STEPS TO DEVELOPING AND MAINTAINING A PARTNERSHIP

- 1 | Inform your local SNAP office
- 2 | Select a target audience
- 3 | Determine which partners will effectively reach the target audience
- 4 | Research and get prepared
- 5 | Contact your prospective partners
- 6 | Jointly establish your outreach plan
- 7 | Confirm the partnership roles and responsibilities
- 8 | Stay in touch with your partners
- 9 | Evaluate your partnership
- 10 | Share your success

STEP 1 | INFORM YOUR LOCAL SNAP OFFICE

One of your most important partners is your local SNAP office. You may need to work through these 10 steps with your local SNAP office even before you work through them with other potential partners. It is important to keep the SNAP office informed and updated as you move forward with your plans with other partners.

There are several important reasons to inform your local office at an early stage in your planning:

- Only a local SNAP office can certify eligible participants. Local offices need to know to expect new customers as a result of your outreach so they can adequately prepare.
- The local office may want to assess its customer service procedures before the partnership launches as another way to prepare for new customers. To be successful, work together to make sure there are no customer service barriers when potential applicants contact the local office.
- The local office may need to review outreach activities already in place at the county and State level, as well as State policies on specific aspects of partnership.
- If you plan to discuss the optional State outreach plan with your local office, give the local office time to find out if the State has an optional outreach plan. If the State doesn't already have a plan, it may be something to explore as a possible funding source for your partnership. If the State has a plan, explore how your agency can be included.

The local office can also provide or help you obtain a wealth of information, including:

- Data on the underserved populations in the community;
- Updates on the outreach they are already doing, so you can enhance their efforts;
- Details about local office services, phone numbers, locations, and hours;
- Application forms and informational materials;
- Assistance with tracking and administrative data; and
- Training for your employees, partners or volunteers.



STEP 2 | SELECT A TARGET AUDIENCE

Figure out what populations you want to reach through your partnership. National SNAP data shows that the most hard-to-reach and underserved populations are seniors (age 60 and older), immigrants, and the working poor. However, the target audience for your community may be different.

For example, your community may have a large number of homeless individuals or unemployed people. You can:

- Talk to others in your office and in other community groups about which populations in your community tend to be underserved.
- Work with your State and local SNAP office to review State- or community-specific information on underserved populations.

STEP 3 | DETERMINE WHICH PARTNERS WILL EFFECTIVELY REACH THE TARGET AUDIENCE

To decide whom to choose as partners, brainstorm and make a list of organizations that your target audience trusts and uses. Seek advice from others:

- Ask the local SNAP office what organizations they work with and may be trusted by their clients.
- Ask staff in your office which organizations they work with on a regular basis.
- Take advantage of any advisory groups or county boards that work with your organization to find out more about how best to reach the target group.
 - * Ask existing partners for input about other groups that should be involved in community outreach.
- Ask your own customers for the names of groups with which they come into contact.

See page B 10 for a list of potential partners.



SPECIAL CONSIDERATIONS
FOR BUSINESS PARTNERS

Although local businesses have a genuine interest in helping out the needy in their community and will most likely have a formal community relations staff member, they also are driven by profit motivation and will have to think about their bottom line. If you plan to approach a local business or retailer about partnership, you may have to emphasize the economic arguments for participation expansion more than others. (See “Introduction” section for SNAP fact sheet.) Be sure you can tell retailers how SNAP participation helps their business thrive. Be sure you can tell employers how participation in SNAP will help their employees.

See page B 11 for a list of activities for outreach partnerships.

STEP 4 | RESEARCH AND
GET PREPARED

Increase your chances of success by being prepared before you contact your prospective partner.

RESEARCH

Take some time to learn as much as you can about your prospective partner. Make sure you understand the role the organization plays in the community and whom the organization serves. Following are some ways you can do this:

- Ask others in your office what they know about the prospective partner.
- Ask if anyone in your office has the name of a contact.
- Study the organization’s Web site.

GET PREPARED

Collect your ideas. Be prepared for questions your partner may ask. Be sure you can:

- Provide a brief overview of your organization.
- For community partners, promote the health and economic benefits of SNAP. (See page B 17)
- Present the partnership as a “win-win” situation for all parties.
- Explain the role partners can play to assist potentially eligible people in accessing SNAP. (See page B 16 for a list of ideas)
- If the SNAP office is one of your partners, explain the role the local office plays in your project.
- Discuss the importance of the project and why a potential partner should work with you to help their customers learn about and apply for SNAP benefits.



STEP 5

CONTACT YOUR PROSPECTIVE PARTNER

As you approach potential partners, remember that enthusiasm goes a long way. But if a potential partner says no to your ideas, don't get discouraged. Your ideas might not fit into their schedule right now. There will be other partnership opportunities. Try the next organization on your list.



CALL

First, call the potential partner to start the ball rolling and gauge their interest. Here are some tips for making this initial call:

- **Practice** the talking points in advance. Do this regardless of whether you are talking to an acquaintance or someone you don't know. (See the "Media Outreach" section for a pitch script.)
- **Don't just read** directly from the script; personalize and use a conversational tone.
- **Be respectful** of your contact's time; ask if it is a good time for a conversation.
- **Offer to schedule** an appointment to conduct a meeting in person.
- **Invite** them to your offices for a tour and a brief overview of the SNAP application process.



WRITE

If you can't reach your contact by phone, send an e-mail or letter. The following are some tips on composing your e-mail or letter:

- **Personalize and localize** the information as much as possible. Your partner will want to know why you selected their group and what role you will want them to play in the project. (See the sample partner letter on page B 14.)
- **Keep the letter short** and to the point.
- **Proofread** your letter before sending it out.
- **Promise to follow up.** Don't wait for a call. Post a reminder on your calendar and call back in a few days.



MEET

If you have scheduled a meeting with your partners, here are some helpful tips for a successful meeting:

- **Confirm the meeting** date, time, and any equipment a day or two before the scheduled meeting.
- **Consider sending** your partner an agenda and some informational materials by e-mail or mail before the meeting.
- **Tailor your presentation** to your audience. Take along materials from this toolkit or your agency that are appropriate to your audience, and leave materials for the partner to review after the meeting.
- **Provide your partners with information** about the SNAP application process. If you are talking with a local SNAP office, discuss how your organization will submit the application forms. Clear procedures are needed to protect the date the application was filed.
- **Be clear about your role** in this project.
- **Be clear and direct** about how you would like them to be involved.
- **Be clear on funding.** If there is no funding available, be sure that is understood.
- **Bring your partnership ideas** to the table.
- **Listen to the ideas** your future partners have.
- **Look professional,** be on time, and be respectful of their time.



STEP 6 | JOINTLY ESTABLISH YOUR OUTREACH PLAN

Once you and your partner have agreed to work together, take some time to jointly establish a plan for your outreach. Discuss your goals and the strategies or activities you will use to reach those goals.

USING VOLUNTEERS

Volunteers are enthusiastic and eager to help. If your plans call for the use of volunteers, be sure you discuss these issues with your partner as well:

- How will you train volunteers to let them know what they can or can't do? For example, they can schedule appointments and fill out application forms, but they cannot certify households for SNAP benefits.
- How will you educate volunteers about SNAP?
- How will you handle volunteer turnover?
- How will you thank your volunteers?

Examples of outreach goals:

- Educate people about the nutrition benefits of SNAP benefits.
- Increase the number of applicants that fill out and file an application form for SNAP benefits at locations other than the SNAP office.
- Increase the number of individuals prescreened for SNAP benefits.
- Increase the number of callers to your or the local/State toll-free number.
- Develop a local Web site which will contain community resources or other information.
- Increase the number of hits to your Web site, if applicable.
- Promote the location containing the SNAP application form or prescreening tool, if applicable.
- Distribute application forms at locations such as food banks.
- Promote the EBT card to possible participants as a confidential way to receive benefits.
- Promote extended hours.

You will also want to discuss the following issues with your new partner:

- How many people do you want to reach?
- What are the roles and responsibilities of each partner?
- How will funding be handled?
- How will you evaluate your work?
- How will problems be resolved?



STEP 7 | CONFIRM THE PARTNERSHIP ROLES AND RESPONSIBILITIES

Confirm your partnership arrangements in writing by sending a letter to your new partner. If the partnership is straightforward, this document can be simple. Just list the details of the partnership. You may want to include a summary of the role and responsibilities of each partner. For an example, see the end of this section.

STEP 8 | STAY IN TOUCH WITH YOUR PARTNERS

Once your partnership is established and outreach is underway, keep your partners informed and involved. It is especially important to keep the local SNAP office informed of your work. Give them advance notice of any events or special projects that you host.

Here are some suggestions to help maintain your partnership:

- Update your partners on activities. Be sure to call or meet periodically to check in on how things are going.
- Send periodic thank-you notes to partners and volunteers. Let them know how many new people are getting the benefits of SNAP as a result of their efforts.
- Offer to include your partners in promotional activities, like a newsletter or an event.



KEYS TO:

Establishing
and Maintaining
a Strong
Partnership

- ➔ **Present** the partnership as a “win-win” situation for all parties.
- ➔ **Agree** on goals and objectives.
- ➔ **Develop** clearly defined roles and responsibilities.
- ➔ **Practice** clear and frequent communications.
- ➔ **Show** appreciation through recognition.



STEP 9 | EVALUATE YOUR PARTNERSHIP

Although partnerships can be time-consuming, they can also be a valuable part of your work. It is important to track the value of these collaborations so that you can find out if you met your goals, and what did and didn't work. You can use either process measures, outcome measures, or both, depending on the nature of your partnership.

PARTNERSHIP PROCESS MEASURES

- Has the number of partnerships increased since you began your alliance-building program?
- When you established your partnerships, you began with a clear list of expectations. Are those expectations being met?
- Do staff who are working on the partnerships feel it is proceeding well?
- Do your partners approach you with new and creative ideas for working together?
- Have your partners provided you with new information and expertise?

PARTNERSHIP OUTCOME MEASURES

- Have you seen an increase in calls to your local number?
- When clients call or visit the local SNAP office, are they asked how they learned about SNAP? Was it from your outreach effort? If these clients were a part of your project, does the local office staff think they are better prepared (for instance, form filled out, verification documents in hand) for the certification interview?
- Work with the local SNAP office to assign a code (like color, label, or number) for your organization that is placed on all applications that you distribute. Ask the local office if they can track this information and report back to you.
- Has your ability to reach the target audience improved? Have more people from the target audience called or come into your office or visited the local SNAP office as a result of a partnership?
- If you host an event, such as prescreening at a grocery store, track the number of people in attendance and the number of applicants prescreened for SNAP benefits.
- If certification interviews are conducted, work with the local office to track how many.
- If informational materials were distributed, track what materials were used and how many were given out.
- Did your partner help generate media coverage that increases the awareness of SNAP benefits? Keep track of the media clips.



STEP 10

SHARE YOUR SUCCESS

Once you have been able to demonstrate success, share it! By sharing your partnership successes, other organizations will clearly see the value and benefits of joining in the outreach effort. You can:

- Mention your current partners when you are at meetings and conferences.
- Write up your success and submit it on SNAP's Promising Outreach Practices Web page. (See the Promising Practices section of the toolkit for more information.)
- Nominate your local office as a Hunger Champion. (See this Web site for more information: http://www.fns.usda.gov/snap/outreach/coalition/2008_hc_nomination-form.pdf.)



POTENTIAL PARTNERS

COMMUNITY SERVICE GROUPS	
<ul style="list-style-type: none"> • Food banks and pantries • Community action agencies • Homeless shelters and soup kitchens • Family support centers (e.g., day care, domestic violence shelters, literacy, utility assistance programs) 	<ul style="list-style-type: none"> • Legal Aid • Salvation Army • Goodwill • Voluntary Income Tax Assistance (VITA) locations
FAITH-BASED ORGANIZATIONS	
<ul style="list-style-type: none"> • Churches • Temples 	<ul style="list-style-type: none"> • Mosques • Synagogues
CITY, COUNTY, STATE, OR FEDERAL GOVERNMENT	
<ul style="list-style-type: none"> • Local SNAP offices • Local health department • Employment assistance offices, including one-stop career centers • Schools • Department of Motor Vehicles • Property tax offices 	<ul style="list-style-type: none"> • Mayor or city or county officials • Housing projects • Federal agencies (for prisoners with imminent release) • Local Social Security office • Local military bases or installations • Local or regional IRS offices
BUSINESS AND LABOR	
<ul style="list-style-type: none"> • Employers • Grocery stores • Local unions 	<ul style="list-style-type: none"> • Transit providers • Utility companies
MEDICAL COMMUNITY	
<ul style="list-style-type: none"> • Doctors • Hospitals 	<ul style="list-style-type: none"> • Pharmacies • Community Health Centers
SENIORS' GROUPS	
<ul style="list-style-type: none"> • Assisted living facilities • Area Agencies on Aging 	<ul style="list-style-type: none"> • AARP chapters • Meals-on-Wheels program
IMMIGRANT GROUPS	
<ul style="list-style-type: none"> • Local consulates • Clubes de Oriundos 	<ul style="list-style-type: none"> • Immigrant service organizations (e.g., the Michoacan Federation, Lao American Community Service)
MEDIA ORGANIZATIONS	
<ul style="list-style-type: none"> • Radio • TV 	<ul style="list-style-type: none"> • Newspapers • Internet



ACTIVITIES FOR POTENTIAL OUTREACH PARTNERSHIPS

Community groups/agencies/other organizations can:

- ☐ Conduct SNAP eligibility prescreening.
- ☐ Provide application assistance. Distribute SNAP application forms and help potential clients fill out the forms. Explain to potential applicants what types of information and documentation the local SNAP office will need in order to complete the application process.
- ☐ Provide translation services, when appropriate.
- ☐ Include information about the nutrition and health benefits of SNAP in newsletters or other local outreach materials.
- ☐ Post posters or flyers in lobbies, waiting areas, employee break areas, health clinic checkout areas, nutrition education rooms, etc.
- ☐ Post information on their Web site and link to Step 1, the FNS eligibility prescreening tool.
- ☐ Provide SNAP information or giveaways at community events such as health or county fairs.
- ☐ Host a "nutrition/health fair" to promote SNAP benefits.

Retailers/grocers can:

- ☐ Play PSAs on in-store radio.
- ☐ Include flyers and brochures in mailings and weekly circulars.
- ☐ Include SNAP benefit information on store receipts and in grocery bags.
- ☐ Print SNAP information on grocery bags. Make it lively--a grocery bag image containing the national toll-free number is available from USDA. (Graphic is included on disc in this toolkit.)
- ☐ Advertise SNAP information on grocery carts.
- ☐ Design, produce, and post promotional materials about SNAP benefits in the store — posters, banners, floor graphics, recipe cards, etc. (Logos for graphic design are included on the disc in this toolkit.)
- ☐ Provide SNAP information in the checkout display area.
- ☐ Underwrite paid advertising on local media.
- ☐ Underwrite printing of outreach materials.
- ☐ Allow eligibility prescreening to be conducted in the store or outside of it.

more>



ACTIVITIES FOR POTENTIAL OUTREACH PARTNERSHIPS

Pharmacies can:

- ☐ Include SNAP information on the patient information form that is stapled to prescription drugs.
- ☐ Include information in circulars.
- ☐ Air PSAs on in-store radio.
- ☐ Advertise SNAP information on shopping carts.
- ☐ Post information on pharmacy Web sites.
- ☐ Encourage sponsorship of health fairs where prescreening for benefits can take place.

Employers can:

- ☐ Include SNAP information in new employee packets, newsletters, job training programs, etc.
- ☐ Put a notice about a local or national toll-free number on check stubs.
- ☐ Make periodic announcements about SNAP over the intercom system.
- ☐ Post SNAP information on bulletin boards.

Transit companies can:

- ☐ Provide free advertising space on bus shelters, buses, and subways/light rail.
- ☐ Include flyers and brochures in mailings.

Utility companies can:

- ☐ Put SNAP benefits information in newsletters.
- ☐ Print information on utility bills.
- ☐ Enclose insert along with invoice.
- ☐ Allow organizations to give out informational materials or prescreen for SNAP benefits onsite.

Media organizations can:

- ☐ Air public service announcements (PSAs). (See the PSA section of this toolkit for further information.)
- ☐ Provide a disc jockey or on-air celebrity to be the official spokesperson of your outreach effort, or make an appearance at community events, such as a "nutrition fair."
- ☐ Serve as a media advisor to your outreach efforts.
- ☐ Introduce groups to local advertisers who may be interested in funding newspaper, radio, or TV ads.



GET INVOLVED!

PARTNERS WITH A COMMON GOAL

Community and faith-based groups, retailers, and antihunger advocacy groups across the country have a common goal to reduce hunger and improve nutrition.

STRENGTH IN NUMBERS

By coming together in partnership, we can advance our efforts to inform individuals and families in our communities about SNAP, ensuring that everyone can eat right, even when money's tight.

RAISING AWARENESS

There are a number of ways you can help inform members of your community about the nutrition benefits of SNAP.

WAYS TO INFORM MEMBERS OF YOUR COMMUNITY

- ☐ Provide free SNAP resources including flyers for waiting rooms, health fairs, libraries, and community centers.
- ☐ Insert free SNAP materials in grocery bags, informational packets, new employee materials, etc.
- ☐ Include the SNAP toll-free number, 1-800-221-5689, or Web site www.fns.usda.gov/snap on promotional pieces such as posters, flyers, milk or egg cartons, paper or plastic bags, store receipts, and in-store displays.
- ☐ Include information about Step 1, SNAP's online prescreening tool, in promotional pieces or make arrangements with employers or senior groups to allow individuals to use the prescreening tool to learn their possible eligibility for SNAP benefits.
- ☐ Publish an article about the nutrition benefits of SNAP in your employee or group newsletters and magazines.
- ☐ Broadcast SNAP public service announcements (PSAs) at your store or company or use your contacts to get donated time at radio stations. PSAs can be downloaded from www.fns.usda.gov/cga/Radio/radio.htm.
- ☐ Add a link to www.fns.usda.gov/snap from your Web page.
- ☐ Host a special SNAP prescreening event, cooking demonstration, or information fair.
- ☐ Volunteer at an activity to raise awareness about SNAP (options could include helping at a food pantry or food bank, soup kitchen, or prescreening event).
- ☐ Subscribe to the SNAP Outreach Coalition listserv and learn about other outreach efforts taking place across the country. To join, send an e-mail to outreach.coalition@fns.usda.gov.



PARTNER LETTER TEMPLATE

[DATE]

[NAME]

[TITLE]

[BUSINESS/ORGANIZATION]

[ADDRESS]

[CITY], [STATE] [ZIP CODE]

How can I initiate a partnership? If a relationship is not currently in place, a good way to initiate a partnership is by sending a letter to a community relations, marketing, or communications contact. Your letter should outline your outreach effort, provide background information on your organization and SNAP, and describe the nature of your partnership request. Following is a template letter that you can use with your own letterhead.

Dear Mr./Ms. [NAME]:

The Supplemental Nutrition Assistance Program (SNAP) is the first line of defense against hunger. On behalf of [ORGANIZATION NAME], I am writing to invite you to lend your support to [STATE/CITY/TOWN'S] SNAP outreach effort by *[Describe the request — an activity you would like the organization to participate in, such as: hosting a health fair or prescreening event; volunteering; distributing informational flyers; promoting events; etc.].*

The goal of this outreach effort is to ensure that everyone who is eligible for SNAP knows about the program and is able to access benefits. Our organization is helping to promote the nutrition benefits of SNAP.

[Provide local information on what your organization is doing, who you plan to target in your campaign, and the need in your community (number of potentially eligible individuals that are not being served for this type of effort.)]

We hope you will join us in supporting [ORGANIZATION or COALITION NAME's] outreach efforts; we would be honored to work with you. With your support, we are confident that we can reach more of [CITY/STATE's] individuals and families not yet enrolled in SNAP. By participating, *[List benefits to organization such as: reinforces position as community leader; provides opportunity for positive media exposure; offers community service opportunities; etc.].*

I will contact you in the next few days to further discuss the vital role you can play in helping our community. In the meantime, feel free to contact me at [PHONE NUMBER] should you have any questions. I have also enclosed additional information on SNAP benefits for your review.

Again, we hope you can join us in supporting this important effort, and look forward to speaking with you soon.

Sincerely,

[NAME]

[TITLE]

Enclosures



PARTNERSHIP AGREEMENT LETTER TEMPLATE

[DATE]

[NAME]

[TITLE]

[BUSINESS/ORGANIZATION]

[ADDRESS]

[CITY], [STATE] [ZIP CODE]

*Highlighted are
some examples
of what you
might include
in this letter.*

Dear Mr./Ms. [NAME]:

Thank you so much for agreeing to partner with [NAME OF YOUR ORGANIZATION] to help us reach those low-income individuals and families in our community who can benefit from the Supplemental Nutrition Assistance Program (SNAP). Our partnership is part of a larger national effort to ensure that everyone who is eligible for SNAP benefits receives them.

Below is an outline of the partnership specifics we discussed:

In-Kind Donations

- Financial contribution for production of materials such as pamphlets, bus/subway ads, bus/subway shelter ads, pot holders, recipe cards, etc.
- In-store space to conduct nutrition events, prescreenings, etc.
- Placement of PSA or donated print advertisement space, etc.
- Personnel support to help fill out SNAP application forms, obtain verification documents, etc.

Promotional Opportunities

- Appearance of company name in SNAP media materials.

Visibility-Advertising, Media and Event Signage

- Your company's logo on SNAP signage and in outreach materials.
- Opportunity for a company representative to attend/participate at event(s).

Within your community, there may be a host of potential partners interested in joining your effort to boost SNAP enrollment and inform people of the nutrition benefits of the program. Retailers, businesses, community-based organizations, and government entities can all play a vital role in SNAP outreach.

We're so glad you see the value of partnering on such an important outreach effort. Please feel free to call me at [PHONE NUMBER] with any questions. Thank you once again.

Sincerely,

[NAME]

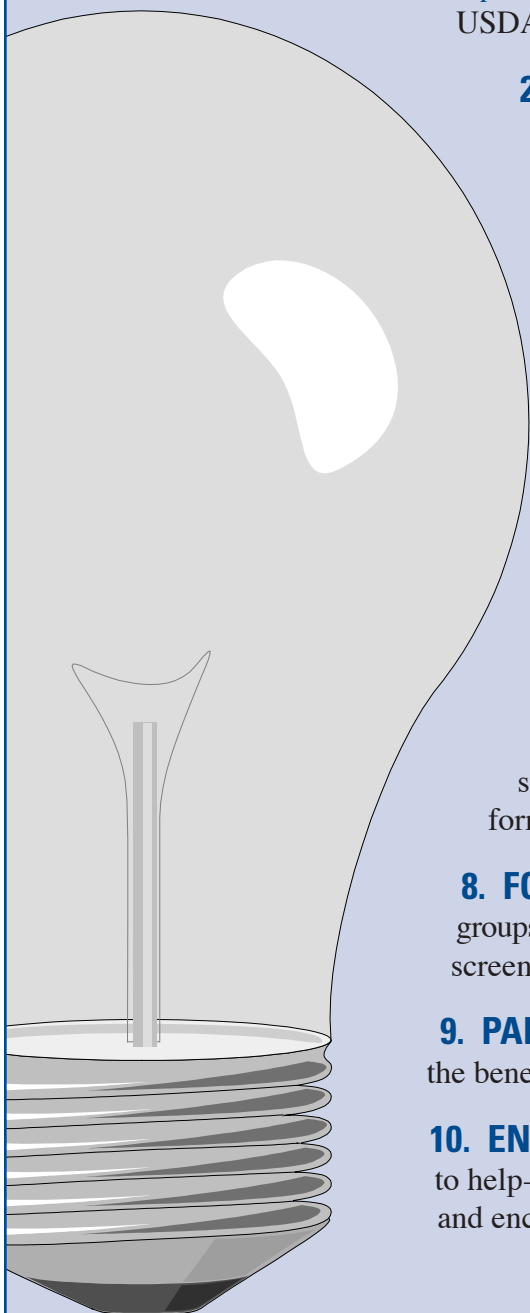
[TITLE]



10 IDEAS FOR RETAILER SNAP OUTREACH

Help your customers learn about the nutrition benefits of SNAP. SNAP benefits bring Federal funds into your community that can increase sales at your store. With SNAP benefits, your low-income customers can purchase more healthy foods such as fruits and vegetables, whole-grain foods, and dairy products. As a retailer, you can:

- 1. DISPLAY** SNAP posters, flyers, magnets, and other materials. Go to <http://www.fns.usda.gov/snap/outreach/default.htm> for free USDA materials and promotional items.
- 2. INVITE** local groups such as food banks, antihunger groups, or other community or faith-based groups to staff an information table to give out SNAP information or prescreen customers for eligibility.
- 3. PUT** SNAP information, such as national or local SNAP toll-free numbers, on grocery bags and in weekly circulars and bulletins.
- 4. PUBLISH** SNAP materials in languages spoken in your community.
- 5. PRINT** SNAP promotional messages on store receipts.
- 6. BROADCAST** SNAP public service announcements in the store.
- 7. HOST** nutritious food tastings or cooking demonstrations. Give out recipe cards that contain nutrition information and the national or local SNAP toll-free number.
- 8. FORM** partnerships with local community and advocacy groups. Host a “health fair” to conduct SNAP eligibility pre-screenings. Invite local media to the event.
- 9. PARTNER** with EBT processors to educate cashiers about the benefits of SNAP.
- 10. ENCOURAGE** EBT processors to add recorded messages to help-desk numbers promoting the nutrition benefits of SNAP and encouraging SNAP clients to “tell a friend.”



SNAP: PUTTING HEALTHY FOOD WITHIN REACH

The Program Helps Low-Income Families:



- **Stretch food dollars.** Those receiving SNAP benefits spend more money on food than other low-income households.
- **Fight obesity through education.** Nutrition educators teach SNAP participants the importance of a quality diet, how to prepare healthy foods, and how to make healthy choices.
- **Put food on the table for their children.** SNAP benefits are an investment in our future. Nearly 50 percent of participants are children.
- **Keep elderly family members independent.** For the elderly, participation can help improve nutritional status and well-being and increase independence. Nine percent of SNAP recipients are age 60 or older.
- **Make the transition to self-sufficiency.** SNAP helps participants become financially stable and provides needed support as they transition to self-sufficiency. Half of all new participants will leave the program within nine months.

The Program Helps States and Local Communities:



- **Support local food retailers.** The average monthly SNAP benefit is approximately \$222, which is spent in local grocery stores.
- **Generate economic activity.** Every \$5 in new SNAP benefits generates up to \$9.20 in community spending.
- **Support farms.** On average, \$1 billion of retail food demand by SNAP recipients generates 3,300 farm jobs.
- **Leverage Federal funds.** SNAP benefits are Federal funds. By increasing the number of people in SNAP, communities can bring Federal money into their States and communities.

The Program Helps Businesses and Workers:



- **Achieve optimal performance.** Employees whose food needs are met at home may have higher productivity and take fewer sick days for themselves and their children.
- **Attain self-sufficiency.** SNAP benefits supplement the food budgets of low-income workers so they can stay independent and work toward self-sufficiency.



SAMPLE MAILER INSERTS: PROJECT BREAD
ENGLISH AND SPANISH

Know someone struggling to put food on the table?

For information about food stamps and other free and low-cost food resources, call:

Monday - Friday
8 a.m. to 5 p.m.

Project Bread 
FoodSource Hotline
1-800-645-8333

The FoodSource Hotline is funded by the Massachusetts Department of Transitional Assistance

3/05

Sp/E

Para español vea el reverso.

Para más información sobre cupones de alimentos y otros recursos
alimenticios tanto gratuitos como de bajo costo llame al

De lunes a viernes
Desde las 8 a.m. a las 5 p.m.

Project Bread 
FoodSource Hotline
1-800-645-8333

La línea directa y gratuita FoodSource es financiada por el Departamento de Asistencia Transitoria de Massachusetts

Sp/05

